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*Yours
ABSOLUTELY
FREE...*

*These Four
GOLDEN
LONG-
STEMMED
SPOONS*

*just for trying
the exclusive
TV GUIDE
offer inside!*



TRIANGLE HOME MERCHANDISE, INC.

(A Division of Triangle Publications, Inc.)

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*Start living in
golden elegance!*

*An exclusive invitation to
readers of TV GUIDE...*

*Accept these
sculptured golden pieces
for 10-day Free Trial Examination*

See exciting details inside!

TRIANGLE HOME MERCHANDISE, INC.

(A Division of Triangle Publications, Inc.)

Box 177, Villanova, Pa. 19085



Exclusive Invitation To
Readers Of TV GUIDE...

Yours to examine 10 days FREE...
AMERICANA GOLDEN HERITAGE®

crafted in solid steel by

THE INTERNATIONAL SILVER COMPANY

24 KARAT ELECTRO-PLATED* GOLD

Yes, I accept your invitation of a 10 days FREE EXAMINATION of Americana Golden Heritage®. Please send me the complete 40 magnificent piece service for eight. I understand that if I am not delighted and overwhelmed by its beauty and elegance I may keep the four golden spoons as my free gift,

return the service at your expense, and owe nothing. If I decide to keep these proud possessions as part of my family treasure, I will remit a first payment of \$6.44 and then 9 additional monthly payments of \$6.44 which includes all shipping, handling and carrying charges.

☐ **SAVE MONEY!** Remit the full-service price of only \$59.95 now and receive all 40 pieces without paying shipping or handling. Same 10-day Free Examination privilege applies.

STATE AND LOCAL TAXES, IF ANY, TO BE ADDED TO ALL PRICES

PA. RESIDENTS ADD 6% SALES TAX



Yours Absolutely FREE

whether or not you decide to keep
your Americana Golden Heritage...

**FOUR GOLDEN
LONG-STEMMED
SPOONS**

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SPECIAL



OFFER

TRIANGLE HOME MERCHANDISE, INC.

Rich, rare gold* for impressive entertaining,
radiantly captured in a truly precious possession
you can give your family right now!

Dear TV GUIDE Reader:

In launching our new Triangle Home Merchandise Inc., we determined from the beginning to make our readers the most remarkable offer in the history of mail order buying. And...how proudly we have now succeeded! For here is a rich, truly rare opportunity - a splendidly meaningful offer - exclusively for you and your family as readers of TV Guide...

* * * * *

* Now through the craftsmanship of THE INTERNA- *
* TIONAL SILVER COMPANY and AMERICANA GOLDEN *
* HERITAGE we present to you *

* AMERICANA GOLDEN HERITAGE *

* the most magnificent 24 karat electro-plated* *
* gold tableware you will see in the course *
* of your whole lifetime! *

* * * * *

How did we come to this remarkable offer?

Everyone knows that throughout history the exquisite beauty, lasting durability and rare quality

(please turn the page)

of GOLD has been regarded as the true symbol of achievement, wealth, taste, standing in the community.

Golden tableware is the ancient hallmark of kings and emperors...the enduring symbol of power and influence...the living expression of luxurious, joyful living.

What more could we at TV GUIDE offer you than this splendid symbol of the good life!

Thus now, through the artistic craftsmanship of THE INTERNATIONAL SILVER COMPANY and AMERICANA GOLDEN HERITAGE, the timeless and enduring beauty of golden tableware can be yours forever!

Certainly the splendor of AMERICANA GOLDEN HERITAGE will highlight your table on the most formal occasions. But these settings have been designed for your everyday use - for your continuous pleasure and enjoyment!

AMERICANA GOLDEN HERITAGE will add a bright note of cheer to a breakfast...a glowing highlight in a lunchtime setting...a friendly golden glow for teatime entertaining...a handsome setting of rich splendence to please your husband during the evening meals. And when company comes ... dazzle them with the golden brilliance of this magnificent tableware as it graces your buffet or party settings!

Your Most Treasured Possession

Yes, the matchless beauty, the breathtaking extravagance of AMERICANA GOLDEN HERITAGE will be a treasured possession - one you can give your family right now! You will - in all the future good days to come - be secure in the knowledge that you have cared to use the very best for your family and guests on every occasion!

And yet - for all its beauty, all its richness, you will thrill to our exciting, easy plan to own AMERICANA GOLDEN HERITAGE - all 40 glorious pieces - a complete service for 8

for only \$6.44 per month!

Yours...10-DAY FREE TRIAL EXAMINATION
IN YOUR OWN HOME

For 10 full days, "bathe" your family in the luxury of this golden tableware! Dine in the elegance you have always dreamed of for your family ... serve them in a setting of 24 karat electro-plated* gold as royalty should be served!

To get started, all you have to do is
fill in and mail the enclosed special Order
Card - today!

When you receive your AMERICANA GOLDEN HERITAGE, enjoy all its beauty and its richness to the full; give in completely to your yearning for the true elegance of living! Use your service on all occasions to let people know your taste: each piece in your service is a designer's achievement by companies whose very names alone radiate quality - THE INTERNATIONAL SILVER COMPANY and AMERICANA GOLDEN HERITAGE!

Yes, pay only \$6.44 per month for 10 months, which includes all shipping, handling and carrying charges.

But remember: this offer is strictly limited to TV GUIDE readers, and must be taken advantage of immediately! Our stock of AMERICANA GOLDEN HERITAGE is severely limited, and we simply will not be able to service those order which arrive at our offices after our current small supply is depleted.

(please turn the page)

- 4 -

So, to reward you for getting your Order Card in the mails today, we will send you at the same time we deliver your AMERICANA GOLDEN HERITAGE ...

FOUR 24 KARAT ELECTRO-PLATED*
GOLDEN LONG-STEMMED SPOONS

crafted by THE INTERNATIONAL SILVER COMPANY

...yours ABSOLUTELY FREE!

Again, let me say from everyone here that we are pleased and honored to serve you through our Tri-angle Home Merchandise, Inc. and genuinely excited to be able to offer you this most resplendent of all tableware. Each golden piece will be delivered to you, when you order the service for eight, in a specially-designed AMERICANA GOLDEN HERITAGE family tableware chest...also yours as a FREE BONUS GIFT!

I personally invite you to see AMERICANA GOLDEN HERITAGE for yourself - at OUR risk and no cost to yourself. Please mail the Order Card today!

Sincerely yours,

Paul Davis

So, to reward you for getting your Order Card in the mails today, we will send you at the same time we deliver your AMERICANA GOLDEN HERITAGE ...

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Paul Davis

SPECIAL



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Rich, rare gold* for impressive entertaining,
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* HERITAGE we present to you *
* AMERICANA GOLDEN HERITAGE *
* the most magnificent 24 karat electro-plated* *
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* * * * *

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Everyone knows that throughout history the exquisite beauty, lasting durability and rare quality

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*A Magnificent Opportunity
For TV GUIDE Readers*

Rich, rare gold* for impressive
entertaining, radiantly captured in a
truly precious possession!

*Americana
Golden
Heritage®*

crafted in solid steel and
24 KARAT ELECTRO-PLATED GOLD BY
**THE INTERNATIONAL
SILVER COMPANY**

A proud possession—delicately sculptured in
solid steel and 24 Karat Electro-Plated Gold
by the master craftsmen of The International
Silver Company. Gleaming gold imparts more
than dazzling beauty to this glorious table-
ware. Like the finest gold jewelry, this elite
tableware always provides a sunburst of
brilliant beauty on your table. It will be
cherished by your family for generations.

*See Exciting Details
Of This Special Offer
Inside!*

MADE IN
U.S.A.



- * Tarnish proof!
- * Never Needs Polishing!
- * Safe in your dishwasher!

NOW!... EXCLUSIVELY FOR



READERS!

Americana Golden Heritage®

crafted in solid steel and

24 KARAT ELECTRO-PLATED GOLD by THE INTERNATIONAL SILVER COMPANY

Pure elegance! Throughout history, the exquisite beauty and lasting durability of gold has been regarded as the symbol of wealth and achievement. Now the enduring radiance of this precious metal has been crafted in a luxurious ensemble of exquisitely designed tableware. Each piece is a lifetime possession ... to be used and displayed with pride for years to come.

Table Settings of Gold . . . Fashion's Freshest Trend! You've seen and admired golden table settings now being featured so frequently in magnificent splendor on the pages of your favorite home fashion magazines. You're aware of gold's pace-setting popularity among the leading home decorators and fashion designers. Join the trend! Let your table sparkle with the magnificent splendor of golden tableware.

Order today on
10 DAY FREE TRIAL EXAMINATION

Complete Service for 8
40 Sculptured Golden Pieces

yours for only **\$6⁴⁴**
per month
for 10 months

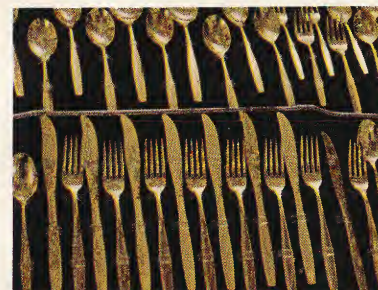
includes all shipping, handling and budget charges.

IT'S EASY TO OWN THIS ELEGANT GOLDEN TABLEWARE

1. Sign the order form and mail today.
2. Send No Money. You will be billed monthly.
3. **SAVE MORE!** Send check for only \$59.95 with order—same return and guarantee privilege.

BONUS GIFT! This handsome chest, with exquisite velvet-textured interior and full-closing cover. Yours free of extra cost when you become the proud owner of the Americana Golden Heritage service for eight!

SPECIALLY DESIGNED STORAGE CHEST



Complete Service for 8

- ★ 8 Serrated Knives
- ★ 8 Dinner Forks
- ★ 8 Salad Forks
- ★ 8 Soup Spoons
- ★ 8 Teaspoons

40 Sculptured Golden Pieces

- * Tarnish proof!
- * Never Needs Polishing!
- * Safe in your dishwasher!



Complete Service for 8

- ★ 8 Serrated Knives
- ★ 8 Dinner Forks
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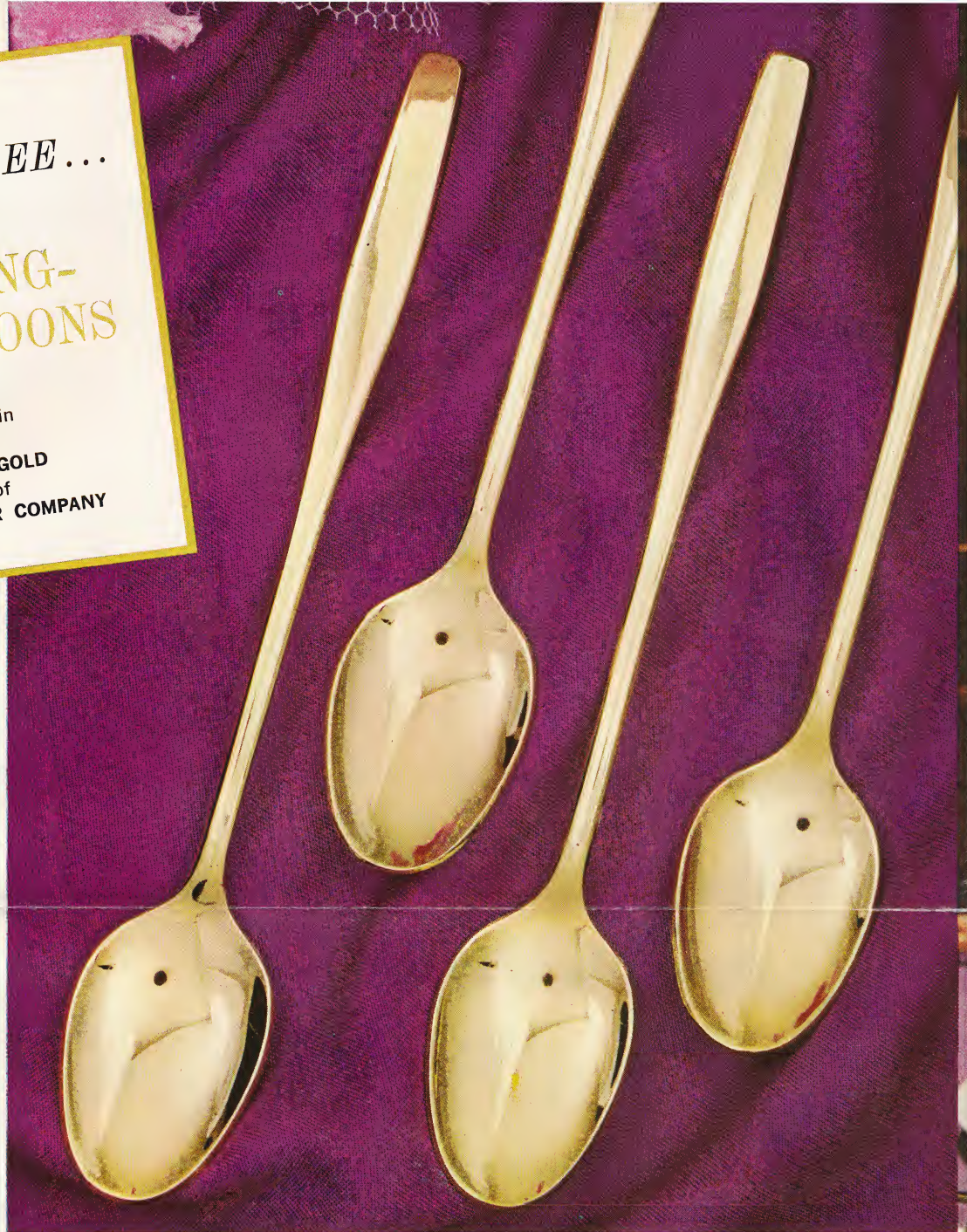
40 Sculptured Golden Pieces

Yours
ABSOLUTELY FREE...

These Four
GOLDEN LONG-STEMMED SPOONS

delicately sculptured in
solid steel and
24-Karat electro-plated **GOLD**
by the craftsmen of
THE INTERNATIONAL SILVER COMPANY

Here's regal elegance that only pure gold can give to your table! The slim tapering lines of these long-stemmed spoons are classic in design; their golden beauty will make even the plainest iced drink a very special occasion. And their versatility is boundless; they're perfect for iced coffee, tea, ice cream sodas, as well as parfaits and desserts. Best of all, they're yours **ABSOLUTELY FREE**, whether or not you decide to keep your Americana Golden Heritage!



2 Year Guarantee

Each and every piece of American Golden Heritage tableware is guaranteed against manufacturing defects in workmanship and material by us for a period of two years. Every piece has been made in the United States by American craftsmen, highly skilled and highly paid. We also guarantee to replate your tableware at any time at a charge of 50¢ per piece which includes return postage. You may examine American Golden Heritage in your own home for 10 full days absolutely FREE, returning it at our expense if you are not completely satisfied.

AMERICANA PRODUCTS, NEW YORK, NEW YORK 10001

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